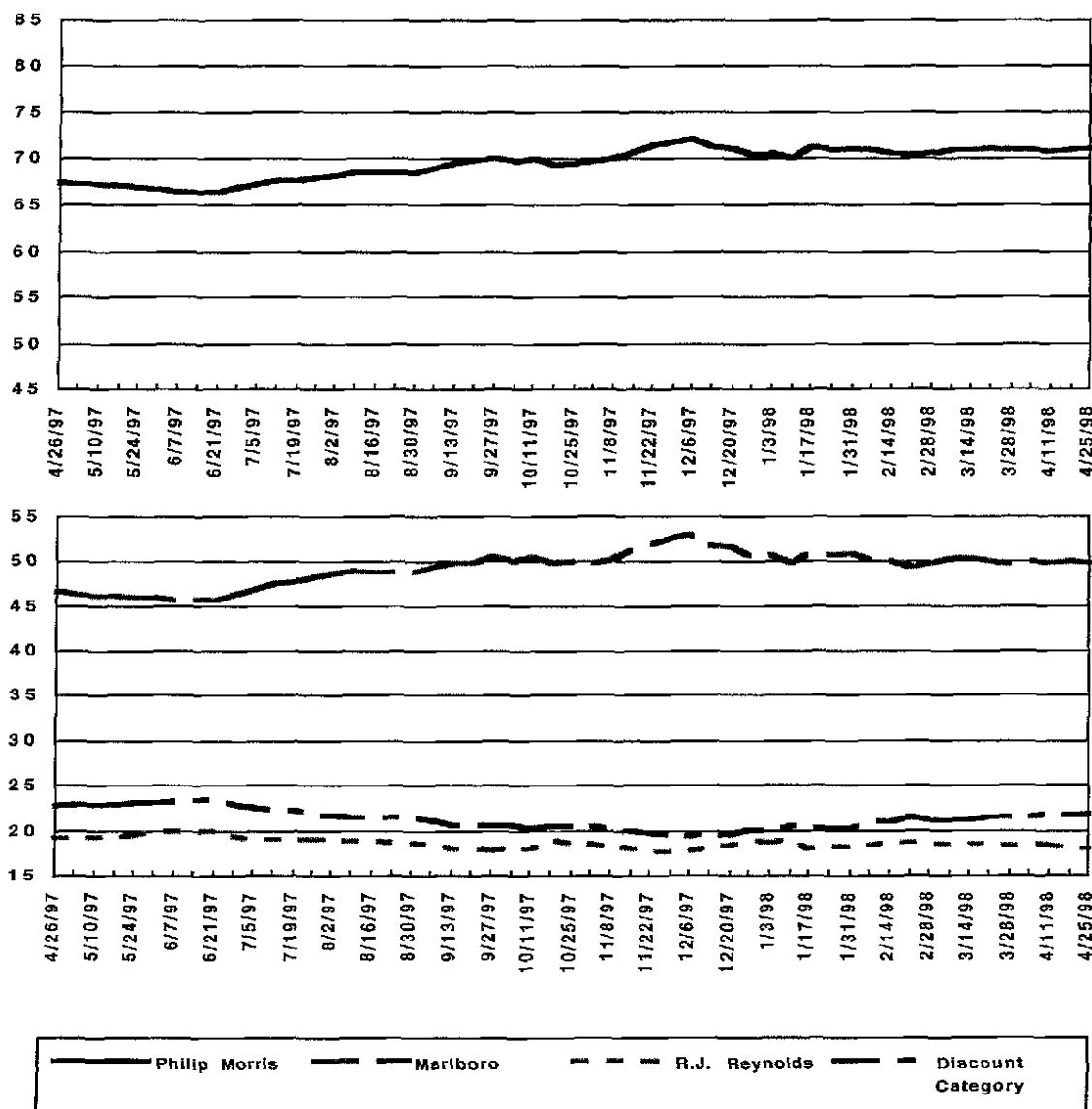


WALMART DISCOUNT (R. Webster) THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	71.06	71.09	68.77	70.82	2.05
Marlboro	50.36	49.87	48.79	49.48	0.68
OPB	8.71	8.51	9.03	8.71	-0.32
Basic	8.57	9.07	7.12	9.11	1.99
R. J. Reynolds	18.14	18.08	18.89	18.20	-0.69
Camel	3.25	3.25	3.21	3.37	0.15
Winston	4.86	4.87	4.84	4.84	0.00
Doral	4.92	5.03	5.26	4.91	-0.35
B&W	7.82	7.86	9.24	7.97	-1.27
GPC	2.30	2.29	2.74	2.35	-0.40
Lorillard	2.92	2.91	3.01	2.96	-0.06
Newport	2.33	2.32	2.21	2.36	0.15
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	78.91	78.09	78.55	78.22	-0.33
Private Label	0.69	0.63	1.15	0.66	-0.49
Avg Ind CPW	448.83	433.82	472.48	428.00	-44.48
Avg PM CPW	318.94	308.40	324.90	303.10	-21.81
Avg Marl CPW	226.02	216.35	230.53	211.76	-18.77
# of Stores	1631	1631	1630	1631	1

Source: STARS Store Level Data

Leadership Accounts Package

2071850311